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Docket No. 121489.110

PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of

Brian C. Lowry et al.

Serial No.: 09/766,564

Group Art Unit: Not yet assigned

Filed: January 19, 2001

Examiner: Not yet assigned

Title: SYSTEM AND METHOD OF PROVIDING COMMUNICATION BETWEEN A  
VENDOR AND CLIENT USING AN INTERACTIVE VIDEO DISPLAY

**PRELIMINARY AMENDMENT UNDER 37 C.F.R. § 1.115**

Assistant Commissioner for Patents  
Washington D.C. 20231

Sir:

Prior to the first examination, Applicants request that the above referenced application be amended as shown below.

**IN THE SPECIFICATION**

Please amend the specification as follows:

On page 2, amend the last paragraph (which continues to page 3) as shown in the Appendix attached hereto.

On page 4, amend the first paragraph (which begins on page 3) as shown in the Appendix attached hereto.

On page 5, amend the last paragraph as shown in the Appendix attached hereto.

On page 7, amend the first full paragraph as shown in the Appendix attached hereto.

0976664-030301

**IN THE CLAIMS:**

Please cancel claim 1 without prejudice or disclaimer, and add new claims 2-15.

**REMARKS**

No new matter is introduced by the amendments made herein.

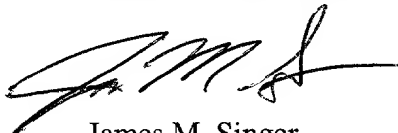
If the Examiner believes that there is any issue which could be resolved by a telephone or personal interview, the Examiner is respectfully requested to contact the undersigned attorney at the telephone number listed below.

**AUTHORIZATION**

The Commissioner is hereby authorized to charge any additional fees which may be required for this Amendment, or credit any overpayment, to deposit account no. 50-0436.

Respectfully submitted,

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APPENDIX

VERSION WITH MARKING TO SHOW CHANGES MADE

IN THE CLAIMS:

**Claim 1 is canceled and new claims 2-15 are added.**

2. A method of providing communication between a vendor and a client via a large-screen display, comprising:

- (a) generating, using a vendor processor, content for display;
- (b) transferring, via a communications network, the content to a display controller;
- (c) directing, by the display controller, the content to a large-screen display

apparatus, the large-screen display apparatus including a display surface, a transmitter and a receiver;

(d) displaying, by the large-screen display apparatus, the content on the display surface; and

(e) receiving, via the receiver, a first message from a client wireless communications device, the first message corresponding to the content.

3. The method of claim 2 further comprising transmitting, via the transmitter, a second message, the second message being directed to the client wireless communications device and responsive to the first message.

4. The method of claim 2 further comprising, before the receiving step, amplifying the first message via a relay station, the relay station being separate from the display apparatus.

5. The method of claim 2 wherein the first message comprises at least one of an order for one or more goods or services, a request to download an electronic coupon, a request to download information, a reservation, a confirmation, an inquiry, a survey response, a request to access the Internet, a request for e-mail service, a request for paging service, an identifier of a party to be paged, a payment, and a payment instruction.

6. The method of claim 2 wherein the second message comprises at least one of an electronic coupon, a software module, a map, a schedule, an order confirmation, a reservation confirmation, weather information, public information, a stock quote, a survey, a flight schedule, an instruction, and a price.

7. The method of claim 2 wherein the second message is directed to the client wireless communications device.

8. The method of claim 2 wherein the first message comprises an identifier of a party to be paged, and comprising the additional step displaying the identifier of the party to be paged on a network of large-screen displays.

9. A system for communicating between a vendor and a client, comprising

a vendor processor;

a display controller communicative with the vendor processor via a communications network; and

a large-screen display apparatus served by the display controller, the display apparatus having a display surface, a transmitter and a receiver;

wherein the receiver is operative to receive a first message from a client wireless communications device, and the first message corresponds to content displayed on the display surface.

10. The system of claim 9 wherein the transmitter is operative to transmit a second message, and the second message is directed to the client wireless communications device and responsive to the first message.

11. The system of claim 9 further comprising a relay station operative to amplify the first message.

12. The system of claim 9 wherein the first message comprises at least one of an order for one or more goods or services, a request to download an electronic coupon, a request to download information, a reservation, a confirmation, an inquiry, a survey response, a request to access the Internet, a request for e-mail service, a request for paging service, an identifier of a party to be paged, a payment, and a payment instruction.

13. The system of claim 9 wherein the second message comprises at least one of an electronic coupon, a software module, a map, a schedule, an order confirmation, a reservation confirmation, weather information, public information, a stock quote, a survey, a flight schedule, an instruction, and a price.

14. The system of claim 9 wherein the second message is directed to the client wireless communications device.

15. The system of claim 9 further comprising a network of large-screen displays wherein the first message comprises an identifier of a party to be paged, and the identifier is displayed on the network of large-screen displays.

#### **IN THE SPECIFICATION:**

**The specification is changed as follows.**

Page 2, last paragraph (continuing to top of page 3):

Large screen displays (“LSDs”) promise to increase [both] vendor exposure to larger numbers of potential customers. Although the presence of LSDs in public venues such as sports arenas has become common, many other possible venues have been neglected. Further, most current public-venue advertising is static, and therefore non-responsive to clients’ ever-changing needs and desires. Because of its static nature, much current advertising is passed over by clients. The limited amount of current dynamic advertising lacks any capability for responding

to orders for goods and services, providing customized information, or providing services for the client. Internet kiosks, which exist in limited areas, are small-scale and limited to single users who must approach the kiosk closely. Thus, there is a need for a way to attract consumers to an LSD and make it interactive from a greater distance.

Page 4, first paragraph (which begins on page 3):

A preferred embodiment of the present invention features an LSD whose displayed content can be modified by a vendor and can be connected to a network that enables client/vendor communication. The vendor's server is connected to a network such as the Internet or an intranet as is a central display controller. Through the network, the vendor's server provides the desired content to the central display controller, which directs the content to a single display or a network of displays. For a network of displays, the content may be the same on all displays or unique to each display. Clients interact with the display using a wireless communications or computing device such as a personal digital assistant or PDA (e.g., a PalmPilot®) having communications capability, a laptop computer having communications capability, a wireless or cellular phone, an onboard computer system having communications capabilities, an onboard [communication person] communications system, or a wearable internet appliance ("WIA"). In this way, the client and vendor are put into direct communication. Clients may conduct a wide variety of transactions through the LSD, including ordering goods and/or services, making travel or other reservations, accessing e-mail services, accessing paging services, and retrieving public information such as flight schedules or business hours. The vendor may charge a fee for any or all of these transactions. Vendors may request and receive

information directly from the client such as billing and shipping information and product preferences.

Page 5, last paragraph:

In accordance with another embodiment, the invention features a business method of operation for ordering goods and/or services [from] using an LSD and includes the following steps: First, a vendor displays images of merchandise and/or services offered, and ordering instructions. Second, a client views the merchandise and/or services offered, promotional offers (if any), and ordering instructions. Third the client establishes a communications link to the LSD using a wireless hand-held or wearable computing or communications device such as a PDA or WIA. Fourth, the client orders the merchandise and/or services. Fifth, the client submits payment and shipping information through the PDA or WIA. Sixth, the client terminates the communications link.

Page 7, first full paragraph:

In accordance with another embodiment, the invention features a business method of operation for accessing and using paging services and includes the following steps: First, a vendor displays paging service access instructions. Second, a client views the paging service access instructions. Third, the client establishes a communication link to the LSD using a wireless hand-held or wearable computing or communications device such as a PDA or WIA. Fourth, the client accesses a paging service by submitting an identifier for a paged party. Fifth, the identifier of the paged party is disseminated over an LSD network. Sixth, the paged party



establishes a communications link to a display using a wireless hand-held or wearable computing or communications device such as a PDA or WIA. Seventh, the paged party responds. Eighth, the LSD terminates display of the paged party identifier. Ninth, both parties terminate communications links.